

A Pine Tree Plate for the Pine Tree State



Bureau of Motor Vehicles

Communication Plan

Hold three listening sessions with municipalities

1. One session in mid-late January to introduce the project and listen to feedback
2. Second session in September of 2024 when we have more definitive answers to share
3. Third session in January 2025 for the final project plan



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In 2023 the State Legislature amended the law, requiring the BMV to design and issue a new plate beginning May 1, 2025 for all new registrations and renewals, to replace the current chickadee plates.

The last reissuance was in 1999, nearly 25 years ago. Many plates are old and in disrepair and have lost their reflectivity.



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- This will impact about 900,000 registrations
- Towns issue about 80% of all registrations

You are a very important partner in this effort!



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NPI Project Team

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Our Goals:

Customer Experience

- New plates in a seamless process – no frustration, uncertainty, or additional time.
- Provided information through many outreach mechanisms
- Provide a quick and easy process to reserve their current number

Employee and Agent Experience

- BMV and Agent staff will be well informed and have sufficient resources
- Stakeholders will be engaged and well informed
- The multi-year project will be completed on-time and within budget



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There are 8 subgroups

1. RFP for plate manufacturer
2. Process and Issuance (Customer Interactions)
3. Manufacturing and Distribution
4. Training
5. System Modifications
6. Communications
7. Budget Management
8. End of Project Transition - 2026



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New Plate Issue May 1, 2025 - July 2026



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Beginning May 1, 2025

- The BMV and Agents will not issue any more general issue Chickadee Plates
- For new registrations and renewals in the PC class code, registrants can choose:
 - a Pine Tree Plate (existing PC class code)
 - a “no tree plate” (new NT class code)
 - one of the current specialty plates (normal fees apply)
- Reserving current plate numbers will be an option through a centralized, web-based solution.



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Pine Tree Plate (Existing Class Code – PC)



No Tree Plate (New Class Code – NT)



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15 additional class codes will become Pine Tree Plates

(the NT plate is not available for these class codes)



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Tractors and Special Mobile Equipment



(Existing Class Code – TR)

Road Tractor:

- Designed and used primarily for drawing other vehicles, but not constructed to carry any load.

Farm Tractors and Homemade Tractors:

- Used primarily as a farm implement for drawing plows and mowing machines.

Special Mobile Equipment: ***New class code of SM**

- Every self-propelled vehicle not designed or used primarily for transportation or property, but which are operated over the highway.



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What is different with reissuance?

May 1, 2024 (one year in advance)

- People will be able to reserve their current plate number. Goal is to have this capability available one year in advance. Central website, similar to vanity plate process.

May 1, 2025 – reissuance begins

- Almost everyone (except for specialty plates) will need to get a new set of plates at registration time.
- All renewal registrations (for Chickadee plates) will need to have plates issued.



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What does all this mean for Excise Only municipalities?

- We want you aware there will be two new class codes
 - One for the general issue (NT)
 - One for Special Mobile Equipment (SM)
- Reserving current plate numbers will be an option for citizens through a centralized, web-based solution.
 - for citizens through a centralized, web-based solution.

CUMBERLAND COUNTY		State of Maine Vehicle Registration							CLASS		REGISTRATION NUMBER	
Eff Date is Validation Date But Not Prior To: 04/01/2021		Expires: 04/30/2022		Insurance: wsk		PC		1234GH				
VIN	YEAR	MAKE	MODEL	COLOR	STYLE	TIRES	AXLES	NET WEIGHT	REGISTERED WEIGHT	FUEL		
[REDACTED]	2013	FORD	F150	WH	PK						D	



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Thoughts, suggestions or questions?

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